

Nordic Spirit



SPONSORSHIP OPPORTUNITIES for 2009

TITLE SPONSOR - filled for 2009 by **Lake Superior College (\$3,000):**

- Your name associated as the exclusive title sponsor of the Nordic Spirit Ski Race
- Your name and logo printed in **large font** as an **exclusive** part of the official race title on all race advertisements and communications including:
 - 75 poster advertisements
 - American Birkebeiner's Birch Scroll Pre-Race Magazine (distributed to 12,000 readers)
 - Nordic Spirit Race Website
 - Over 400 race brochure advertisements for distribution at races and public events
 - Approximately 300 racer information sheets (course maps, results listings, etc.)
- Your name and logo printed on all race bibs
- Ability to advertise LSC courses on race website
- Prime location to present your business products or services in the Spirit Mountain Chalet during the pre-race packet pick-up, race and awards ceremony
- Opportunity to display 4 event banners (sponsor provided) at the start/finish line and awards ceremony
- Identified as the *Title* sponsor at start/finish line announcements and awards ceremony
- Opportunity to include product/advertisement information in racer packets
- 10 free race entries for racers of your choice (value \$400)
- Negotiable custom package of other benefits
- First opportunity to act as "*Title*" sponsor the following year

GOLD SPONSOR (**\$1,000 cash OR \$500 cash/\$1000 in-kind OR \$2000 in-kind**):

- Your name and logo printed in **medium font** on all race advertisements and communications
- Your name and logo printed on the front of race brochures
- Your name and logo displayed on every Nordic Spirit website page
- Select (large table) location to present your business products or services in the Spirit Mountain Chalet during the pre-race packet pick-up, race and awards ceremony
- Opportunity to display 3 event banners (sponsor provided) at the start/finish line and awards ceremony
- Identified as a Gold sponsor at start/finish line announcements and awards ceremony
- Opportunity to include product/advertisement information in racer packets
- 8 free race entries for racers of your choice (value \$320)

SILVER SPONSOR (**\$500 cash OR \$250 cash/\$500 in-kind OR \$1000 in-kind**):

- Your name and logo printed in **small font** on all race advertisements and communications
- Location (small table) to present your business products or services in the Spirit Mountain Chalet during the pre-race packet pick-up, race and awards ceremony
- Opportunity to display 1 event banner (sponsor provided) at the start/finish line and awards ceremony
- Identified as a Silver sponsor at start/finish line announcements and awards ceremony
- Opportunity to include product/advertisement information in racer packets
- 5 free race entries for racers of your choice (value \$200)

BRONZE SPONSOR (**\$250 cash OR \$125 cash/\$250 in-kind OR \$500 in-kind**):

- Your name and logo printed on all race advertisements and communications
- Identified as a Bronze sponsor at start/finish line announcements and awards ceremony
- Opportunity to include product/advertisement information in racer packets
- 2 free race entries for a racer of your choice (value \$80)

NORDIC SPONSOR (**\$50 cash OR \$100 in-kind**):

- Identified as a Nordic sponsor at start/finish line announcements and awards ceremony
- Opportunity to include product/advertisement information in racer packets
- 1 free race entry for a racer of your choice (value \$40)